



اُونِيُورْسِيْتِي تِيكْنُولُوجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

ETR 300  
FUNDAMENTALS OF ENTREPRENEURSHIP

## **CRYSTAL LIVESTOCK INDUSTRY**

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## **1.0 INTRODUCTION**

***1.1 Name of the Company:*** Crystal Livestock Industry

***1.2 Nature of the Business:*** Fattening beef cattle.

***1.3 Industry Profile:*** Feedlot livestock gives special care to cattle intensively in barn for the purpose of feedlot cattle production through the improvement of its weight by giving sufficient quality food, clean water, mineral and vitamin in some period of time.

***1.4 Location of Business:*** Kota Bharu, Kelantan.

***1.5 Date of Business Commencement:*** 10<sup>th</sup> January 2010.

***1.6 Factors That Selecting the proposed Business:***

- 1.6.1 Increasing basis population with livestock of feedlot cattle that suitable with economy.
- 1.6.2 Increasing competition ability among cattle farmer.
- 1.6.3 To make business environment and facility become much well with intensive skim.
- 1.6.4 Sanitary and fitosanitary.
- 1.6.5 High demand in market.
- 1.6.6 Establish employment sector to community in selected area.
- 1.6.7 To minimize imported food.

***Future Prospects of the Business:***

- 1.1.1 Contribute to the Research and Development (R&D).
- 1.1.2 Reducing jobless rate among Malaysian.
- 1.1.3 To be one of the places to fresh graduate do practical work.
- 1.1.4 Open up our own cattle beef selling center.